

CONTRACT



WHIO-TV
PO Box 809606
Chicago, IL 60680-9606
(855) 333-2676

And:

Targeted Platform Media LLC
1291 Hollywood Avenue
Annapolis, MD 21403

<u>Contract / Revision</u> 104999 /		<u>Alt Order #</u> 08221203
<u>Product</u> PRIORITIES USA ACTN		
<u>Contract Dates</u> 09/13/16 - 09/19/16		<u>Estimate #</u> 4555
<u>Advertiser</u> ISS/Priorities USA Action-A		<u>Original Date / Revision</u> 04/06/16 / 09/02/16
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WHIO-TV	<u>Account Executive</u> Philadelphia CoxRep:	<u>Sales Office</u> CoxReps Philad
<u>Special Handling</u>		
<u>Demographic</u> Households		
<u>Agency Code</u>	<u>Advertiser Code</u> 750	<u>Product 1/2</u> 760
<u>Agency Ref</u> 9722		<u>Advertiser Ref</u> 14205

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	PCode	Rtn	Type	Spots	Amount
1	WHIO	09/13/16	09/19/16	M-F 10a-11a	10:00 AM-11:00 A		:30			P-02		NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		09/13/16	09/19/16	MTWTF--				4	\$500.00					
2	WHIO	09/13/16	09/19/16	M-F 9a-5p	12:30 PM-4:00 PM		:30			P-02		NM	4	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		09/13/16	09/19/16	MTWTF--				4	\$750.00					
3	WHIO	09/13/16	09/19/16	NewsCenter 7 @ noon	12:00 PM-12:30 P		:30			P-02		NM	3	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		09/13/16	09/19/16	MTWTF--				3	\$1,250.00					
4	WHIO	09/13/16	09/19/16	M-F 4p-5p	4:00 PM-5:00 PM		:30			P-02		NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		09/13/16	09/19/16	MTWTF--				3	\$700.00					
5	WHIO	09/13/16	09/19/16	Daybreak Edition 430a	4:30 AM-4:59 AM		:30			P-02		NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		09/13/16	09/19/16	MTWTF--				3	\$250.00					
6	WHIO	09/13/16	09/19/16	Daybreak Edition 5a	5:00 AM-5:30 AM		:30			P-02		NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		09/13/16	09/19/16	MTWTF--				3	\$700.00					
7	WHIO	09/13/16	09/19/16	NewsCenter 7 5p	5:00 PM-5:30 PM		:30			P-02		NM	3	\$5,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		09/13/16	09/19/16	MTWTF--				3	\$1,750.00					
8	WHIO	09/13/16	09/19/16	Daybreak Edition 530a	5:30 AM-6:00 AM		:30			P-02		NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		09/13/16	09/19/16	MTWTF--				4	\$800.00					
9	WHIO	09/13/16	09/19/16	NewsCenter 7 530p	5:30 PM-6:00 PM		:30			P-02		NM	3	\$5,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		09/13/16	09/19/16	MTWTF--				3	\$1,850.00					
10	WHIO	09/13/16	09/19/16	NewsCenter 7 6p	6:00 PM-6:30 PM		:30			P-02		NM	3	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		09/13/16	09/19/16	MTWTF--				3	\$2,000.00					

(* Line Transactions: N = New, E = Edited, D = Deleted)

CMG does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with CMG whether verbal or written.

Two week advance cancellation notice is required unless otherwise specified in writing.

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay CMG within terms specified and until payment in full is received by CMG. Payment by advertiser to agency or to service or payment by agency to service shall not constitute payment to CMG. Cox Media Group will not be bound by conditions, printed or otherwise on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

Thank you for your business!



WHIO-TV
PO Box 809606
Chicago, IL 60680-9606
(855) 333-2676

Contract / Revision	Alt Order #
104999 /	08221203

Contract Dates	Product	Estimate #
09/13/16 - 09/19/16	PRIORITIES USA ACTN	4555

Advertiser	Original Date / Revision
ISS/Priorities USA Action	04/06/16 / 09/02/16

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	PCode	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
11	WHIO	09/13/16	09/19/16	M-F 7p-730p	7:00 PM-7:30 PM		:30			P-02		NM	2	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		09/13/16	09/19/16	MTWTF--				2	\$1,750.00					
12	WHIO	09/13/16	09/19/16	CBS This Morning	7:00 AM-9:00 AM		:30			P-02		NM	3	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		09/13/16	09/19/16	MTWTF--				3	\$1,250.00					
13	WHIO	09/13/16	09/19/16	M-F 9a-10a	9:00 AM-10:00 AM		:30			P-02		NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		09/13/16	09/19/16	MTWTF--				4	\$400.00					
E 14	WHIO	09/15/16	09/15/16	Thur Prime Hour 3	10:00 PM-11:00 P		:30			P-02		NM	2	\$2,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		09/12/16	09/18/16	---1---				1	\$2,750.00					
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>			<u>Type</u>		
	1	WHIO	09/12/16-09/18/16	Thur Prime Hour 3	10:00 PM-11:00 P	----Th-----	:30		\$2,750.00			NM		
			See MG 14.2, 14.3											
	2	WHIO	09/15/16-09/15/16	M-Su 11p News	11p-1135p	----Th-----	:30		\$2,250.00			NM		
			Ⓜ MG for 14.1 09/15											
	3	WHIO	09/15/16-09/15/16	M-F 10a-11a	10a-11a	----Th-----	:30		\$500.00			NM		
			Ⓜ MG for 14.1 09/15											
15	WHIO	09/13/16	09/13/16	Tue Hour1	8:00 PM-9:00 PM		:30			P-02		NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		09/12/16	09/18/16	-1-----				1	\$5,000.00					
Totals									0.00				45	\$50,300.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
08/29/16 - 09/19/16	45	\$50,300.00	(\$7,545.00)	\$42,755.00
Totals	45	\$50,300.00	(\$7,545.00)	\$42,755.00

Signature: _____ **Date:** _____

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Thank you for your business!

SEP1/16 18.07
*** WHIO-TV ***

REF. #	OFF #

BUYER NAME KATHRYN WELSH

PH- NICK WELTE

CLASS: NATL. LOCAL REGION:

DATE SEP1/16 18.07

STA:

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	PRE
: LINE#	:	:	:	:	:	:

AGENCY	ADVERTISER CODE	AGENCY PRODUCT CODE	AGENCY EST#	DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
AGENCY	750	760	4555						

PROGRAM :	ELEMENTARY	9/15	0	THU
CON COM1 :	ELEMENTARY	9/15	0	
	22,150.00			

PROGRAM :	NEWSCENTER 7		\$2,250.00	9/15	9/15	1	THU
ORD COM1 :	SPOT NA DUE TO PROGRAM CHANGE						
THIS IS A	MAKE-GOOD FOR SEP15 ON LINE-14	FOR 1 SPOT/WK					

REP HEADLINE# 8221203 TRF# 104999
 \$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$

REP: TEL# 610-293-4100
 CREDIT ADVISORY: AGENCY
 ORDER WORKSHEET

FAX# 610-225-1191
 CREDIT RISK !!
 HARRIS REPORT FROM REP

SEP1/16 18.07
 *** CHANGES ***
 *** WHIO-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
17	A		1000A-1100A	30		\$500.00	9/15	9/15	1		THU	1
PROGRAM : DR PHIL ORD COM1 : SPOT NA DUE TO PROGRAM CHANGE PLEASE ADVISE ASAP PART OF A MAKEGOOD MADE UP OF LINES 16-17 STATION MAKEGOOD OFFERS: M1 OK'D BUY#14 MISSED: THU/1000P-1100P SEP15 30S \$2,750.00 (AUG25/16) OFFER: THU/1100P-1135P SEP15 30S \$2,250.00 PLS ADVISE. & THU/1000A-1100A SEP15 30S \$500.00 CMT: SPOT NA DUE TO PROGRAM CHANGE PLEASE ADVISE ASAP												
SEP/16			50300.00									

MARKET TOTALS \$81,129 WHIO 62% WDTN 21% WKEF 10% WRGT 5% CABL 0% WBDT 2% CONTRACT TOTAL 50300.00
 TOTAL SPOTS 45

SVC- NSI
 DEMOS- RA35+*
 MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE